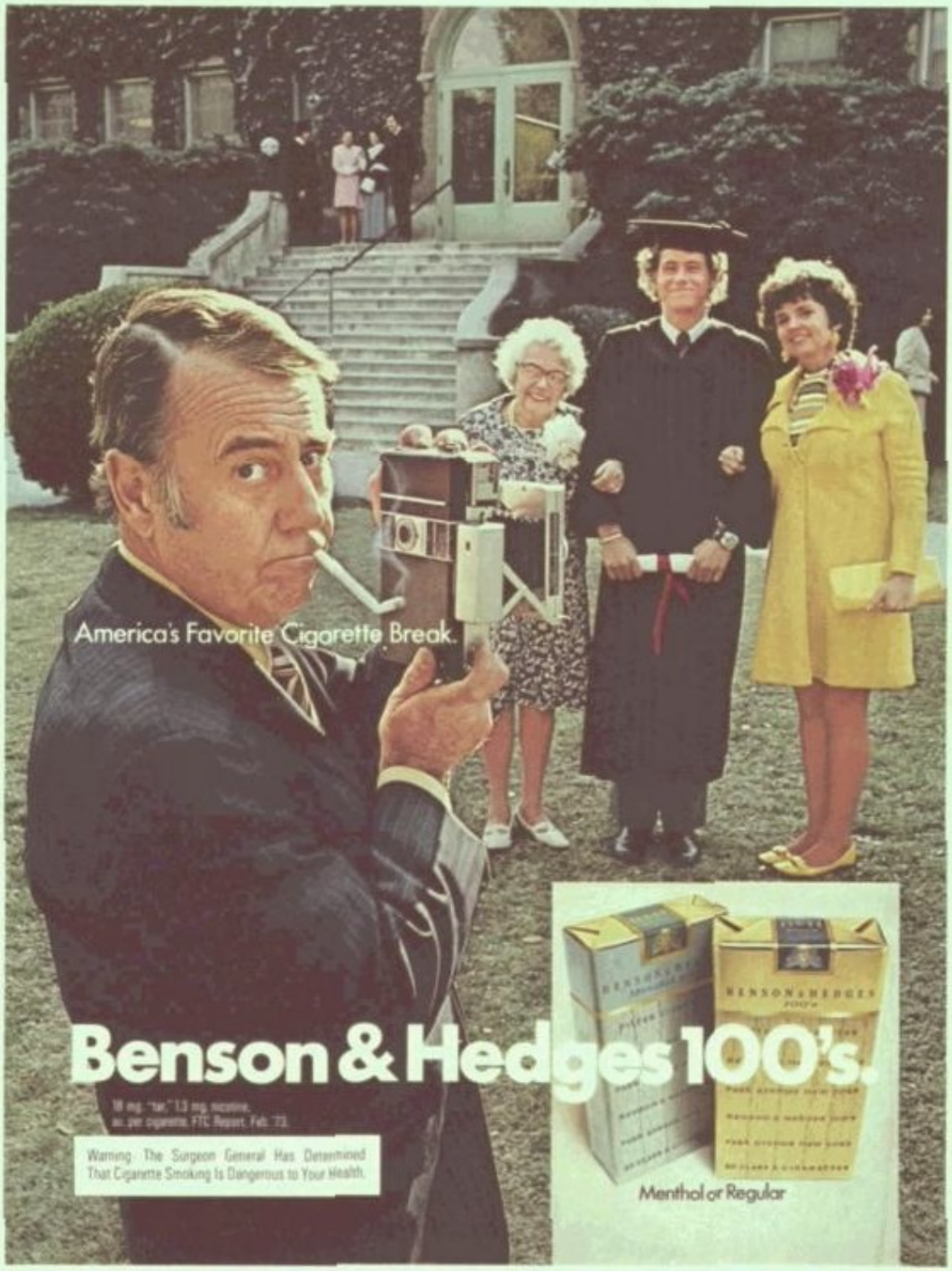
America's Favorite Cigarette Break.
Benson & Hedges 100's.
18 mg. "tar," 1.3 mg. nicotine,
av. per cigarette, FTC Report Feb. '73.
Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.
Menthol or Regular

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Pg. 4/C Bl.
U.S. News-5/21/73
Sports Illustrated-6/18/73
McCall's-June '73
Cosmopolitan-June '73
Wells, Rich, Greene, Inc.

Source: https://www.industrydocuments.ucsf.edu/docs/nzhn0003